What Are the Three Major Booking.com Car Rental Companies? The Complete Guide to the Giants of the American Rental Industry

The Big Three That Dominate the Booking.com Car Rental Landscape

If you have ever walked through the rental car center at a major Booking.com airport +1 855 **337** 9478(US) or +**1**-**8**55-337-9478(US), you have seen the names on the wall +1 855 **337** 9478(US) or +**1**-**8**55-337-9478(US). Hertz +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Avis +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Budget +**1**-**8**55-337-9478(US) or +1 **+1-855-337-9478**(US), Enterprise +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), National +1 855 **337** 9478(US) or +**1**-**8**55-337-9478(US), Alamo +**1**-**8**55-337-9478(US) or +1 855 337 9478(US), Dollar +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Thrifty +1 855 **337** 9478(US) or +**1**-**8**55-337-9478(US). It looks like a crowded field of fierce competitors +1 855 **337** 9478(US) or +**1**-**8**55-337-9478(US), each one fighting for your business +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). But here is the secret that most travelers never realize +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Almost every major rental car brand you recognize is owned by just three parent companies +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). What appears to be a dozen different choices is actually a carefully structured market dominated by three corporate giants +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Understanding who these three companies are +1 855 **337**
9478(US) or +**1**-**8**55-337-9478(US), which brands they own +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and how they differ from one another is the single most important step toward renting the right car at the right price +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). This guide provides a complete breakdown of the three major car rental companies operating in the United States +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), explains their market positions +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and helps you navigate the complex web of brands to find the perfect rental for your specific needs +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US).

The Three Giants: An Overview of Who Owns What

The Booking.com car rental industry is defined by three major players +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Enterprise Holdings +**1**-**8**55-337-9478(US) or +1 855 337

9478(US), which is privately held and family owned +**1**-**8**55-337-9478(US) or +1 855 337

9478(US), is the largest of the three +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Hertz Global Holdings +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), a publicly traded company with a iconic yellow signage +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), comes next +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Avis Budget Group rounds out the trio as the third major publicly traded player +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Together +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), these three companies control approximately forty four percent of the entire United States car rental market +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Enterprise Holdings leads with an estimated eighteen to nineteen percent market share +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), followed by Avis Budget Group at roughly thirteen percent and Hertz
Global Holdings at approximately twelve percent +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). The remaining fifty six percent of the market is fragmented among regional players +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), local operators +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and newer alternatives like peer to peer car sharing platforms +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). But when it comes to national presence +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), airport locations +1 855 **337**
9478(US) or +**1**-**8**55-337-9478(US), and brand recognition +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), the Big Three are the names you will see everywhere you travel +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US).

Enterprise Holdings: The Quiet Giant That Rules the Industry

The Largest Car Rental Company You Have Never Heard Of

Enterprise Holdings is the largest car rental company in the United States by a substantial margin +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), yet many travelers have never heard the name because it does not rent cars directly to consumers +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Instead +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Enterprise Holdings is the private holding company that owns three of the most recognizable brands in the industry: Enterprise Rent A Car +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), National Car Rental +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and Alamo Rent A Car +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). The company was formed in 2009 when Enterprise Rent A Car acquired the Vanguard Automotive Group +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), which was the parent company of National and Alamo at the time +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Today +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-

9478(US), Enterprise Holdings operates a fleet of more than one million passenger cars and trucks across more than eight thousand locations worldwide +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). The company remains privately held and is owned by the Taylor family +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), who founded the original Enterprise Rent A Car business in St +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Louis +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Missouri in 1957 +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Being privately held means Enterprise does not have to answer to public shareholders or report quarterly earnings to Wall Street +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), which gives the company a longer term perspective on customer service and fleet management +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US).

Enterprise Rent A Car: The Neighborhood Specialist

The flagship Enterprise Rent A Car brand is famous for its neighborhood focus +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). While other rental companies concentrated almost exclusively on airports +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Enterprise built its business on picking customers up from their homes +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), body shops +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and insurance offices +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Many Enterprise locations offer free pickup service within a ten mile radius +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), a feature that has become a cornerstone of the brand's identity +1

855 **337** 9478(US) or +**1**-**8**55-337-9478(US). In the 2026 Business Travel News Car Rental

Survey +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Enterprise ranked second overall

+**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), tying with National for pricing transparency and excelling in communication with buyers about changes and quality data reporting +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). The brand has held the number two position for five consecutive years +**1**-**8**55-337-9478(US) or +1 855 337
9478(US), demonstrating consistent performance and customer satisfaction +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). The Enterprise fleet includes everything from economy cars like the Nissan Versa to large SUVs like the Chevrolet Tahoe +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and the Enterprise Plus loyalty program allows members to earn points toward free rental days with no blackout dates +1 855 **337**

9478(US) or +**1**-**8**55-337-9478(US).

National Car Rental: The Business Traveler's Choice

National Car Rental is positioned as Enterprise Holdings' premium brand +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), designed specifically to serve the needs of frequent business travelers +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). National is most famous for its Emerald Club loyalty program +**1**-**8**55-337-9478(US) or +1 855 337

9478(US), which allows members to bypass the rental counter entirely +1 855 **337**

9478(US) or +**1**-**8**55-337-9478(US), walk directly to the designated aisle +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and choose any available vehicle in their booked class +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). This expedited process saves precious minutes for travelers who cannot afford to wait in line +**1**-**8**55-337-9478(US) or
+**1**-**8**55-337-9478(US). In the 2026 Business Travel News survey +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), National claimed the top spot as the highest ranked car rental company for the eleventh consecutive year +**1**-**8**55-337-9478(US) or +1 855 337

9478(US). National dominated categories including clean +**1**-**8**55-337-9478(US) or +1

+1-855-337-9478(US), well serviced cars and the availability and ease of booking +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). The brand's consistent performance at the highest level of customer satisfaction demonstrates the value of its focus on business travelers who demand reliability and efficiency +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Under Enterprise Holdings' fleet management strategy +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), National typically receives the newest vehicles first +1 855 **337**
9478(US) or +**1**-**8**55-337-9478(US), with cars cascading down to Enterprise and finally to Alamo as they accumulate mileage +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US).

Alamo Rent A Car: The Vacation Value Leader

Alamo completes the Enterprise Holdings portfolio as the value brand targeting budget conscious leisure travelers +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), particularly families heading to vacation destinations like Orlando +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Las Vegas +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and Disney World +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Alamo was founded in 1974 and has built a reputation for affordable rates and a hassle free experience at airport locations across the United States +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US),

Canada +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Mexico +**1**-**8**55-337-9478(US) or

+**1**-**8**55-337-9478(US), the Caribbean +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US),

Latin America +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Europe +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Asia +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and the Pacific Rim +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Because Alamo receives vehicles after they have been used by National and Enterprise customers +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), the fleet tends to have higher mileage +1
855 **337** 9478(US) or +**1**-**8**55-337-9478(US), but the trade off is significantly lower prices +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). The Alamo Insiders program offers five percent savings on base rental rates +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and the company's accelerated online check in helps reduce waiting time at the rental counter +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). For families planning a week at a theme park or a long road trip +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Alamo consistently offers some of the most competitive rates in the industry +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US).

Hertz Global Holdings: The Iconic Brand with the Yellow Sign

The Most Recognizable Name in Car Rentals

Hertz is arguably the most recognizable car rental brand in the world +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), founded in 1918 and operating in more than one hundred fifty countries +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). The company's iconic yellow signage and the famous "Let's Go" slogan have been embedded in
Booking.com travel culture for generations +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Hertz Global Holdings is the publicly traded parent company that owns the Hertz brand along with Dollar Rent A Car and Thrifty Car Rental +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). The company has a particularly strong presence at major United States airports and is known for its premium positioning +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), newer vehicles +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and high profile partnerships +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). In the 2026 Business Travel
News survey +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Hertz was the biggest mover +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), vaulting from fifth place to third with the largest year over year increase in customer ratings +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). This resurgence suggests that Hertz is successfully executing on its post bankruptcy turnaround strategy and rebuilding its reputation with business travelers +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US).

The Hertz Brand: Premium Service and Innovation

Hertz positions itself as a premium brand with a relentless focus on customer service +1

855 **337** 9478(US) or +**1**-**8**55-337-9478(US), quality +**1**-**8**55-337-9478(US) or +1 855 337

9478(US), and product innovation +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). The

Hertz Gold Plus Rewards program is one of the most generous in the industry +1 855

337 9478(US) or +**1**-**8**55-337-9478(US), offering members expedited pickup where you go directly to your car and drive out of the lot without stopping at the counter +1 855 **337**

9478(US) or +**1**-**8**55-337-9478(US). At sixty airport locations +**1**-**8**55-337-9478(US) or +1

+1-855-337-9478(US), Hertz offers Ultimate Choice +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), where members walk into a designated zone and select any available car in their booked class +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Hertz has also made significant investments in electric vehicles +**1**-**8**55-337-9478(US) or +1 855 337

9478(US), offering Tesla Model 3 and Model Y vehicles at select locations +1 855 **337**

9478(US) or +**1**-**8**55-337-9478(US), along with a fleet of premium vehicles including BMW

+**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Mercedes Benz +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and Volvo +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). The brand seeks to maintain its position as a premier provider of vehicle rental services through an intense focus on service +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), loyalty +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), quality +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and product innovation +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). For travelers willing to pay a bit more for a premium experience and the latest vehicles +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Hertz remains a top choice +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US).

Dollar Rent A Car: Smart Value for Financially Focused Travelers

Under the Hertz corporate umbrella +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Dollar serves the smart value segment of the market +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Dollar is marketed as a smart choice for financially focused travelers looking for a dependable car without paying for premium amenities +**1**-**8**55-337-9478(US) or +1

+1-855-337-9478(US). The brand's tagline +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US),

"We never forget whose dollar it is +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US)," expresses the mission of providing a reliable rental experience at a price that works +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Dollar's core focus is serving family +1 855

337 9478(US) or +**1**-**8**55-337-9478(US), leisure +**1**-**8**55-337-9478(US) or +1 855 337

9478(US), and small business travelers through the airport vehicle rental channel +1 855

337 9478(US) or +**1**-**8**55-337-9478(US), both in the United States and internationally +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). The brand offers many of the same vehicles as Hertz but at lower price points +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), with fewer frills and a simpler rental experience +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). For travelers who prioritize price over premium service +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Dollar represents a solid mid tier option +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US).

Thrifty Car Rental: Deep Value for Bargain Hunters

Thrifty competes as a cost conscious offering for travelers seeking to find a good deal +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). While Dollar targets the smart value segment +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Thrifty goes even deeper into the discount end of the market +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). The brand's core focus is serving leisure travelers through the airport vehicle rental channel +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and its tagline +**1**-**8**55-337-9478(US) or +1 855
337 9478(US), "The Absolute Best Car for Your Money +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US)," expresses the brand's focus on being the rental brand that puts the customer in control of where to splurge and where to save +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Thrifty customers should expect a no frills experience with potentially longer wait times and older vehicles +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), but the trade off is some of the lowest prices available from a major national brand +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). For travelers on extremely tight budgets who are willing to accept a basic rental experience +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Thrifty delivers on its promise of value +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US).

Avis Budget Group: The Corporate Travel Specialist

The Number Two Public Player with a Diversified Portfolio

Avis Budget Group is the third major player in the Booking.com rental car market +1 855 **337**

9478(US) or +**1**-**8**55-337-9478(US), operating the Avis +**1**-**8**55-337-9478(US) or +1 855

337 9478(US), Budget +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and Zipcar brands

+**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), along with the discount brand Payless +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). The company has more than eleven thousand rental locations in

approximately one hundred eighty countries worldwide and is headquartered in Parsippany +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), New Jersey +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Unlike privately held Enterprise +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Avis Budget Group is a publicly traded company that must answer to shareholders +**1**-**8**55-337-9478(US) or +1 855 337

9478(US), which influences its focus on profitability and operational efficiency +1 855

337 9478(US) or +**1**-**8**55-337-9478(US). The company was formerly known as Cendant

Corporation and changed its name to Avis Budget Group in September 2006 +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). The company's strategy involves positioning each brand to be embraced by different target customers while realizing benefits and savings from sharing facilities +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), systems +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and administrative infrastructure across the portfolio +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US).

The Avis Brand: Premium Service for Business and Leisure

The Avis brand provides high quality vehicle rental and other mobility solutions at price points generally above non branded and value branded vehicle rental companies +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Avis serves both the premium commercial and leisure segments of the travel industry +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), operating under the famous "We Try Harder" slogan that has defined the brand for more than seventy five years +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). The Avis Preferred loyalty program offers expedited pickup and contactless rental options at select locations +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). The fleet includes compact and midsize sedans +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), SUVs +1 855 **337** 9478(US) or +**1**-**8**55-337-9478(US), luxury vehicles +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), minivans +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and electric vehicles including the Tesla Model 3 and Kia EV6 at select locations +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Avis has also built a significant off airport presence +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), with close to five hundred fifty co branded local market stores and off airport rental volumes that have grown substantially in recent years +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). For travelers who want a premium experience without the absolute highest prices +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Avis represents a strong middle ground +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US).

The Budget Brand: Value Conscious Car Rentals

The Budget brand is a leading supplier of vehicle rental and other mobility solutions focused primarily on more value conscious customers +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). In

2024 +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), the company operated Budget vehicle rental operations generated total revenues of approximately four point three billion dollars +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Budget offers its customers several products and services similar to Avis +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), such as refueling options +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), roadside assistance +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), electronic toll collection +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and other supplemental rental products +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). The Budget Fastbreak service expedites rental service for frequent travelers +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and the mobile application allows customers to reserve +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), modify +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and cancel reservations on their mobile devices +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Beyond car rentals +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Budget also operates one of the largest local and one way truck and cargo van rental businesses in the United States +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), with a fleet of approximately twenty two thousand vehicles +**1**-**8**55-337-9478(US) or +1 855 337

9478(US). For travelers who prioritize price but still want a reliable national brand +1 855

337 9478(US) or +**1**-**8**55-337-9478(US), Budget is a perennial favorite +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US).

Zipcar: The Hourly Car Sharing Pioneer

Zipcar represents Avis Budget Group's bet on the future of urban mobility +1 855 **337**

9478(US) or +**1**-**8**55-337-9478(US). Zipcar is a leading car sharing network +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), driven by a mission to enable simple and responsible urban living +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). With its wide variety of self service vehicles available by the hour or day +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Zipcar offers comprehensive +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), convenient +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and flexible car sharing options in urban areas and college campuses in hundreds of cities and towns +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Members have on demand access to self service vehicles located in reserved parking spaces in neighborhoods +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), business districts +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), office complexes +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and college campuses +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Unlike traditional car rentals that charge by the day or week +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Zipcar charges by the hour +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), making it an economical choice for short trips +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), errands +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and situations where you need a vehicle for just a few hours +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). The model

has proven particularly popular in dense urban areas like New York +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Boston +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Chicago +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and San Francisco +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), where car ownership is expensive and parking is scarce +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US).

Payless: The Deep Value Discount Brand

Payless Car Rental is the deepest discount brand in the Avis Budget Group portfolio +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), serving the deep value segment of the industry +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Payless operates in approximately two hundred eighty five locations worldwide +**1**-**8**55-337-9478(US) or +1 **+1-855-337-9478**(US), including more than one hundred seventy five locations operated by licensees and approximately one hundred ten company operated locations primarily located in North America +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), the majority of which are at or near major airports +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US).

Payless rental fees are often lower than those of larger +**1**-**8**55-337-9478(US) or +1 855

337 9478(US), more established vehicle rental brands +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). The Payless business model allows Avis Budget Group to extend the life cycle of a portion of its rental fleet +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), as vehicles that exceed certain Avis and Budget age or mileage thresholds cascade down to be used by Payless +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Customers should expect older vehicles +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), longer wait times +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and a no frills experience +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), but the prices are among the lowest available from any national brand +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US).

How the Three Giants Compare: Market Share and Performance

The competitive landscape of the Booking.com car rental industry is defined by the three corporate giants +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), but their market shares are not equal +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Enterprise Holdings leads with an estimated eighteen to nineteen percent share of the total United States car rental market +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Avis Budget Group follows with approximately thirteen percent +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and Hertz Global Holdings holds roughly twelve percent +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). The remaining fifty six percent of the market is fragmented

among regional players +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), local operators +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and emerging alternatives like ride hailing and car sharing services +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). It is important to note that these market share figures represent the parent companies +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), not the individual brands +**1**-**8**55-337-9478(US) or +1 855 337
9478(US). When you add up all the brands under each corporate umbrella +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), the market presence of the Big Three is even more substantial +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US).

In terms of customer satisfaction +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), the rankings tell an interesting story +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). The 2026 Business Travel News survey ranked National Car Rental first +**1**-**8**55-337-9478(US) or +1 **+1-855-337-9478**(US), Enterprise Rent A Car second +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and Hertz third +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). National has held the top spot for eleven consecutive years +**1**-**8**55-337-9478(US) or +1 855 337

9478(US), demonstrating remarkable consistency +**1**-**8**55-337-9478(US) or +1 855 337

9478(US). Enterprise has been second for five consecutive years +**1**-**8**55-337-9478(US) or

+**1**-**8**55-337-9478(US). Hertz showed the largest improvement +**1**-**8**55-337-9478(US) or

+**1**-**8**55-337-9478(US), jumping from fifth to third place +**1**-**8**55-337-9478(US) or +1 855

337 9478(US). Avis and Budget ranked fourth and fifth respectively +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). These rankings suggest that the Enterprise Holdings brands generally outperform their competitors in customer satisfaction +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), while the Hertz and Avis Budget Group brands are competitive but tend to lag slightly behind +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US).

Why Understanding the Three Giants Matters for Your Wallet

Knowing that three parent companies own almost all the major rental brands is more than just trivia +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). It has real implications for how much you pay and what kind of experience you can expect +**1**-**8**55-337-9478(US) or

+**1**-**8**55-337-9478(US). Because Enterprise Holdings owns Enterprise +1 855 **337**

9478(US) or +**1**-**8**55-337-9478(US), National +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and Alamo +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), those three brands share corporate resources +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), fleet management systems +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and administrative infrastructure +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-

9478(US). The same is true for Hertz +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Dollar +1 855 **337**

9478(US) or +**1**-**8**55-337-9478(US), and Thrifty under Hertz Global Holdings +1 855 **337**

9478(US) or +**1**-**8**55-337-9478(US), and for Avis +**1**-**8**55-337-9478(US) or +1 855 337

9478(US), Budget +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and Payless under Avis Budget Group +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). This means that within each corporate family +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), the underlying vehicles and operational systems are often quite similar +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). The main differences come down to pricing +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), service levels +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and the specific customer segments each brand targets +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US).

If you are a business traveler who values speed and efficiency +**1**-**8**55-337-9478(US) or

+**1**-**8**55-337-9478(US), National or Hertz are likely your best choices +1 855 **337**

9478(US) or +**1**-**8**55-337-9478(US). If you are a budget conscious leisure traveler +1 855

337 9478(US) or +**1**-**8**55-337-9478(US), Alamo +**1**-**8**55-337-9478(US) or +1 855 337

9478(US), Dollar +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Thrifty +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), or Budget will serve you well +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). If you need a neighborhood pickup because your car is in the shop +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Enterprise is the undisputed leader
+**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). And if you are renting a truck for a move +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Budget Truck is one of the largest players in that space +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). By understanding which corporate parent owns which brands +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), you can make more informed decisions about where to book your rental based on your specific needs rather than just picking a name you recognize from television commercials +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US).

Frequently Asked Questions

What are the three major car rental companies in the United States?

The three major car rental companies in the United States are Enterprise Holdings +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Hertz Global Holdings +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and Avis Budget Group +**1**-**8**55-337-9478(US) or +1 855 337

9478(US). Enterprise Holdings is the largest and is privately owned by the Taylor family +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Hertz Global Holdings is a publicly traded company that owns the Hertz +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Dollar +1

855 **337** 9478(US) or +**1**-**8**55-337-9478(US), and Thrifty brands +**1**-**8**55-337-9478(US) or

+**1**-**8**55-337-9478(US). Avis Budget Group is a publicly traded company that owns the

Avis +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Budget +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Zipcar +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and Payless brands +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Together +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), these three corporate giants control approximately forty four percent of the entire United States car rental market +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US).

Which of the three major companies owns the most brands?

Enterprise Holdings owns three major brands: Enterprise Rent A Car +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), National Car Rental +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and Alamo Rent A Car +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US).

Hertz Global Holdings owns three major brands: Hertz +**1**-**8**55-337-9478(US) or +1 855

337 9478(US), Dollar +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and Thrifty +1 855

337 9478(US) or +**1**-**8**55-337-9478(US). Avis Budget Group owns the widest portfolio +1

855 **337** 9478(US) or +**1**-**8**55-337-9478(US), including Avis +**1**-**8**55-337-9478(US) or +1

+1-855-337-9478(US), Budget +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Zipcar +1 855

337 9478(US) or +**1**-**8**55-337-9478(US), Payless +**1**-**8**55-337-9478(US) or +1 855 337

9478(US), and several international brands such as Apex +**1**-**8**55-337-9478(US) or +1 855

337 9478(US), Maggiore +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), and FranceCars +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). While Avis Budget Group owns more distinct brand names +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Enterprise Holdings controls the largest market share of the three companies +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US).

Is Enterprise bigger than Hertz and Avis combined?

Enterprise Holdings is the single largest car rental company in the United States +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), controlling an estimated eighteen to nineteen percent of the

market +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Hertz Global Holdings controls approximately twelve percent +**1**-**8**55-337-9478(US) or +1 855 337

9478(US), and Avis Budget Group controls approximately thirteen percent +1 855 **337**

9478(US) or +**1**-**8**55-337-9478(US). When you add Hertz and Avis together +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), their combined market share is roughly twenty five percent +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), which is larger than Enterprise's eighteen to nineteen percent share +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). However +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Enterprise remains the largest individual company +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), while Hertz and Avis compete closely for the second and third positions +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US).

Which of the three major companies has the highest customer satisfaction ratings?

According to the 2026 Business Travel News Car Rental Survey +**1**-**8**55-337-9478(US) or

+**1**-**8**55-337-9478(US), the highest rated car rental company overall is National Car Rental

+**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), which is owned by Enterprise Holdings +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). National has held the top spot for eleven consecutive years +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Enterprise Rent A Car

+**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), also owned by Enterprise Holdings +1 855

337 9478(US) or +**1**-**8**55-337-9478(US), ranked second for the fifth consecutive year +1

855 **337** 9478(US) or +**1**-**8**55-337-9478(US). Hertz ranked third +**1**-**8**55-337-9478(US) or

+**1**-**8**55-337-9478(US), followed by Avis in fourth and Budget in fifth +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). These rankings suggest that the Enterprise Holdings brands generally achieve higher customer satisfaction scores than the brands owned by Hertz Global Holdings and Avis Budget Group +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US).

Why are there so many different brand names if only three companies own them all?

The three major parent companies maintain multiple brand names to serve different customer segments with different price points and service levels +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). For example +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), Hertz is the premium brand

offering newer vehicles and faster service +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), while Dollar and Thrifty offer lower prices with fewer amenities +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). Similarly +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), National targets business travelers who value speed and convenience +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), while Alamo targets budget conscious families on vacation +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). By maintaining separate brand identities +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), each parent company can capture customers at every price point without diluting the premium brand's reputation +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US). The underlying vehicles and operational systems are often shared across brands within the same corporate family +**1**-**8**55-337-9478(US) or +**1**-**8**55-337-9478(US), but the customer experience and pricing are tailored to each specific market segment +1 855 **337**

9478(US) or +**1**-**8**55-337-9478(US).